A Practical Guide for Personal Progress in the Business and Industrial World

Putting Yourself OVER

LESSON NUMBER 4

ANALYZING YOUR PERSONALITY

TECHNIQUE OF WINNING PEOPLE

DEVELOPING A STRONG WILL

GENEROSITY

COYNE ELECTRICAL SCHOOL
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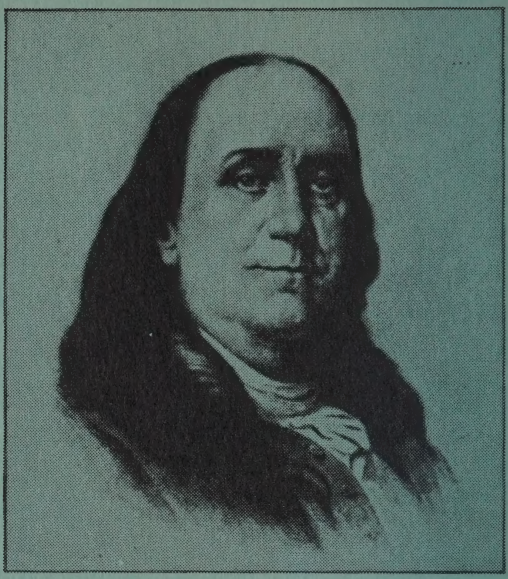

BENJAMIN FRANKLIN (1706-1790)

Celebrated American statesman, philosopher, and scientist; born at Boston, the sixteenth child of poor parents; printer and publisher by occupation; pursued scientific studies in electricity as a diversion rather than as a profession; first proved that the two coats of a Leyden jar are oppositely charged; introduced the terms "Positive" and "Negative" electricity; proved the identity of lightning and frictional electricity by flying a kite in a thunderstorm and drawing sparks from the insulated lower end of the kite string; invented the lightning rod; originated the one-fluid theory of electricity, which regarded a positive charge as indicating an excess and a negative charge a deficiency in a certain normal amount of all-pervading electric fluid.

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Putting Yourself Over

by
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Coyne Electrical School

LESSON No. 4

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Much has been said and much more will be said on the subject of PERSONALITY. Webster defines Personality in this way—"Personality is that which constitutes distinction of person, individuality in thinking or acting."

Everyone has personality. Some have negative personalities, while others have a pleasing disposition which reflects itself in their personalities. At lot of people have very little if any personality because they have so little individuality. They are neither negative nor positive—they don't register with other people in any way. In short, they are DRAB and COLORLESS.

To really understand the subject of PERSONALITY we must consider all aspects of the word. First of all, we'd like to mention that personalities can be roughly grouped into four types: (1) Pleasing; (2) Average or Ordinary; (3) Negative or Drab, and (4) Hateful. The pleasing personality is, of course, a powerful asset. The average or ordinary personality may not hinder one's progress, but neither will it help it. The negative personality is a handicap and the hateful personality spells almost certain defeat, failure and unhappiness.

Now in this lesson, we want to help you determine the type of personality you have, then you will know where to begin in the improvement of that personality. We will help you to determine your weak points as well as your strong ones by pointing them out so you can study them.

The first thing to do to determine which of the four types of PERSONALITY you possess, is to study the following chart. You will note that we have listed many of the qualities that must be considered in determining a man's personality.

PERSONALITY GUIDE FOR SELF-ANALYSIS

	25%	50%	75%	100%
Courtesy				
Co-Operation				
Friendliness				
Fairness				
Loyalty				
Optimism				
Sense of Humor				
Cleanliness				
Neatness				
Promptness				
Tolerance				
Temperance				
Even Temper				
Modesty				
Self-Confidence				
Intelligence				
Good Listener				
Honesty				

Now, here is how you use this chart to arrive at your individual personality:

The chart has four ratings, 25%, 50%, 75% and 100%. You are to determine just how you rate on the various points listed. For instance, if you feel you rate 75% on courtesy, then draw a line to the 75% mark on the line marked "Courtesy." If you are an even-tempered person, very seldom upset or "riled up," draw a line to the 100% mark on the line marked "Even Temper." You follow this idea in grading yourself on all the points listed.

Now, here is an important thing to keep in mind before you begin to fill in the chart. Give a lot of thought to the points. Be fair with yourself, but on the other hand, don't OVER-RATE your qualifications.

There are many points on which you will have very little difficulty. However, there may be some doubt on others.

Wherever you are not sure of your rating, ask some relative or friends. For instance, it might be hard for you to tell whether or not you have an optimistic personality; or you may not be sure of how you would be rated on TOLERANCE, MODESTY, CO-OPERATION, ETC. Quite often friends can tell you things about yourself that you may never have seriously considered. So, if you are in doubt as to your rating on any points, consult some friends or relatives.

As an aid to you, we'd like to define the points included in the SELF-ANAYLSIS CHART. I believe you will do a BETTER JOB of filling out this chart if you have a clearer picture of JUST WHAT THESE POINTS MEAN, so here is a simple definition of each point in the chart.

COURTESY: Webster defines COURTESY in several ways but the easiest to understand is: "Courtesy is politeness, civility and regard for another's feelings." To treat EVERYONE with consideration and fairness is to be courteous; it is a quality that makes a man stand out, a man to be honored and admired.

CO-OPERATION: A man with CO-OPERATION is one who does his part at all times without thinking too much about the personal gain he may realize from his efforts. Any successful baseball team is successfsul because they have what is known as "Teamwork"—working together as one unit, each striving not for his own personal glorification, but for the team as a whole. This is co-operation.

In many plants it is necessary to "pitch in" during a rush order or an emergency to keep the "wheels rolling." An employee can co-operate with his employer by keeping his work in tip-top shape at all times and lowering his supervisory cost. Studying trade papers and magazines as a means of improving your value to your employer is also considered as CO-OPERATION. How do you rate on those things?

FRIENDLINESS: This quality involves many things. The first and foremost requisite for a FRIENDLY person is interest in other people. If you are interested in the people around you—if you listen to their problems and try to offer sincere helpful advice—if you like to be with people, THEN you may put it down that you have friendliness in your makeup. If, on the other hand, you live pretty much alone —very seldom take an interest in anyone else—do not have people talk to you about conditions away from work and generally feel "cold" toward people, you can be sure you would not be rated as having a marked degree of FRIENDLINESS. It isn't vitally essential that you possess a friendly disposition to succeed in life. HOWEVER, it certainly is an asset for a man to be able to get along easily with many people. One of the most valuable factors in making friends is this one thing—BE A GOOD LISTENER.

FAIRNESS: This quality is one that usually asserts itself in a man's character and actions. This is a quality that all of us inherently know we either have or do not have. Very often it comes out in the handling of small matters.

An intelligent man will usually exercise the quality of FAIRNESS in all his dealings with his superiors or subordinates. Let me illustrate by an actual story what is meant by FAIRNESS. There was an organization at one time that had a man at the head of a department of six people. These workers were very loyal to this man and turned in many suggestions in written form and made others verbally. This fellow would then submit these ideas to the President of the company AS HIS OWN—never even mentioning the name of the subordinate who turned in the idea. Well, it didn't take long for the boys to "catch up" with him and to learn what was going on. So here is what one of them did: He wrote up a suggestion that was ridiculous and one that these boys knew never would be accepted by the President. He left the idea on his desk one night where this superior in his regular tour of "inspection" (as he called it) couldn't help but see it. Well, since all the other ideas of this subordinate employee had won recognition and praise for this Superior when he submitted them as his own, he grabbed this new idea also and sent it as his own. Well, that brought everything out in the light. All of these men who worked under this fellow were called in and none could say a good word for him. He was unfair—he wouldn't give a man the recognition he deserved for a good idea. In a few months this fellow was transferred to another department where he was not in charge of any men. His lack of FAIRNESS lost him a great opportunity.

LOYALTY: This is the greatest quality a man can possess—for a country, a belief or an employer. Any employer will overlook many deficiencies in an employee if that employee is steadfastly loyal. He will, on the other hand, let the best mechanic in the plant go if he finds him disloyal or an agitator at heart. Loyalty combines faithfulness, devotion, allegiance and fidelity. LUCKY is the employer who has surrounded himself with LOYAL men—men who will stand up for their organization, their product and their employer. We intend to devote the greater part of a future lesson of this "Putting Yourself Over" series to this all-important subject—LOYALTY.

OPTIMISM: "An optimistic person is one who takes the most hopeful view on every problem." These are trying times. It is a tonic to meet and work with people who still feel that things are going to be all right. Folks who try to carry a smile and see the BETTER SIDE OF LIFE in spite of its trials and tribulations are folks who have OPTIMISM. We like them.

SENSE OF HUMOR: A sense of humor is a valuable quality to every man. Abraham Lincoln attributed much of his progress to his sense of humor. There is no problem so trying but what it has a lighter side. A sense of humor is a balance wheel in a man's personality and a great "CUSHION" to take the "bounce" out of great problems.

CLEANLINESS: A great man once said, "Cleanliness is next to Godliness." On some jobs, cleanliness is a prime requisite, particularly on jobs requiring customer contact. However, this matter of cleanliness doesn't stop with just personal appearance. In grading yourself in the self-analysis chart on this subject, be sure to take into consideration cleanliness on the work you do. Do you turn out a clean job of repairing a piece of equipment? When you finish a job, do you make an effort to clean up the mess around your bench or work shop? Can you truthfully say your working quarters are as clean as they could be? All these things must be considered before answering the question on cleanliness.

NEATNESS: This pertains to personal appearance and differs somewhat from the preceding quality of cleanliness. Here are a few questions to ask yourself in arriving at a proper value to place on your own neatness: Do you dress moderatly and not flashily? Are your nails clean? Do you shave as often as you should or do you go to work with a "Stubble" when you should shave? Are your shoes shined and are your clothes cleaned and pressed regularly? On this subject of neatness and cleanliness I could spend a lot of time pointing out many "little things" that some fellows never think of, but things that OTHERS observe. It is these little things that determine whether you are a neat or untidy person. An employer figures that any man who is untidy about his personal appearance will be untidy and careless with his electrical equipment.

PROMPTNESS: Many men have been fired from jobs because they were not prompt in doing important assignments or in getting to work on time. Life is a matter of habit. If you train yourself right, you will have the right habits. If, however, you don't place the PROPER APPRECIATION on matters of promptness concerning your work, your social engagements, your obligations, etc., you will earn the title of a person on whom you "cannot depend." This is one of the worst titles any employee can acquire.

TOLERANCE: Sometimes we have to tolerate certain conditions because there isn't a great deal that can be done at the moment. In the case I mentioned in explaining fairness, the subordinate workers observed tolerance to a marked degree. Although they had every right to go to their boss, and point out the unfairness of the treatment, nevertheless they "bided" their time and were tolerant about the situa-

tion until they worked out a solution. Tolerance is accepting conditions until the PROPER TIME to adjust them. The bigger your job gets, the more you have to "lean over backwards" to keep harmony with everyone. Don't be too intolerant of other people's faults. Look for their good points and remember you have some faults too. A man must realize that many people differ in their views on religion, politics and world issues. As long as we have individual personalities, we are bound to have individual opinions on various topics. Always respect the other fellow's viewpoint.

TEMPERANCE: The quality of TEMPERANCE refers mainly to the abstaining from any heavy drinking. Many men lose their jobs because they don't make an effort to "steer clear" of heavy liquor during their work week. Temperance, however, applies to other things. There is a certain temperance that must be observed in eating or a man will soon find himself having all types of ills. Keeping good hours and getting eight hours' sleep likewise indicates an appreciation of the quality of temperance in daily habits.

EVEN TEMPER: One of the worst enemies of a man is a "BAD TEMPER." A sorehead ready to fight or argue the moment some neighbor or fellow worker does not AGREE with him is the worst kind of a fellow to have around. All of us at some time or other "seethe up" inside over something we hear. People who have an even temper make an effort to run down the truth of the report BEFORE they ACT. People with a "bad temper" act and then (sometimes) make an effort to determine the truth of what they've heard. A man with a bad temper will never go very far on any job and he won't have many friends.

MODESTY: A modest person is one who is not bold or presumptuous. "Modesty is a Virtue," so said a wise man years ago. A boastful person is not liked by most people. Of course, there are exceptions, such as those Dean Brothers in baseball. They told the world IN ADVANCE just what they would do in the World Series with Detroit and THEN WENT OUT AND DID IT. BABE RUTH pointed to the furthermost portion of the Cubs' Park in another World's Series and then proceeded to knock the ball beyond that point for the longest home run ever seen at Wrigley Field. Those fellows certainly weren't Modest unless they were just so good that the greatest feats for the average ball player were commonplace with them. In most companies, you will find a few men who by their words and actions try to impress everyone with their importance. If some big order comes in THESE men try to figure some way to indicate THEY HAD a great deal to do with it. If some important change in production layout or a new improvement is developed, they get in on it and then try to grab a "lion's share" of credit for the improvement. These people usually are not liked by fellow workers. Many times they appear ridiculous

in the eyes of certain employees who know the facts. It is better to wait for someone to praise your work than to go out and "blow your own horn." Efficiency and good work have a tendency to make themselves known.

SELF-CONFIDENCE: This subjet was discussed at length in lesson No. 2 of our "Putting Yourself Over" series so you will not need any further information or examples on just what is meant by self-confidence.

INTELLIGENCE: A magazine article one time started out —"I'd rather be intelligent than well educated." The author went on to prove his point. This man went on to say that "an intelligent man is one well versed in general information with a faculty of thorough analyzation of any subject." There are many workers who are well educated but who are not intelligent. In other words, they may know one thing well, but on general knowledge they may be sadly lacking. There are many excellent workers who are intelligent, but who never were able to go to high school or college. So, an intelligent person is not necessarily one who has had a great deal of academic education and schooling. A man's intelligence is not determined by how many schools he attended or how many degrees he holds. In checking yourself on INTELLIGENCE you must consider your knowledge not only of your work, but on world events and many other things that go to make up life as we live it. An intelligent man is not only a sound, practical reasoner, a man with a valuable opinion, but also a GOOD LISTENER.

GOOD LISTENER: Some people are listeners because they have nothing to say—others are listeners until they think it is time to talk. A good listener is one who appears to be vitally concerned about any conversation directed to him. Even though you may not be very much interested in what someone has to tell you, remember that to him the matter is important. You can make a "hit" with folks when you appear to listen to what they have to say. You can make enemies if you (by your attitude) ignore or minimize the importance of some discussion directed to you by an individual. A GOOD LISTENER can learn much by letting the other fellow do most of the talking, because it follows that "YOU CANNOT LEARN MUCH LISTENING TO YOURSELF." If you have the faculty of letting a person have his say without interrupting him and also try to learn SOMETHING out of every Conversation, you can grade yourself high in the Self-Analysis Chart under GOOD LISTENER.

HONESTY: An HONEST man is usually considered as one who does not steal the money or belongings of others. This is only part of the definition. Honesty applies to many things. A man who tries to do as little as possible on his job is not honest with his employer or himself. A man who tries to pin the blame of an accident on someone else is not

honest. ANY FELLOW WHO WASTES TIME, WASTES MONEY. Every time a man does a slipshod job, he is dishonest. It's true he does not actually STEAL any money by doing this slipshod job; nevertheless, his company may lose a good customer and thereby lose money in the future. That makes it the same as stealing. Honesty embraces MENTAL ATTITUDE along with PERSONAL ACTIONS. In other words, honesty covers many things, so be sure to take them all into consideration when analyzing the point.

The chart will point out your strongest and weakest points. A special note should be made of the weak points so that you can concentrate on building them up in the future. A good thought would be to make a note of these weak points today and REFER TO THIS CHART ONE MONTH FROM TODAY AND SEE HOW YOU HAVE IMPROVED THESE WEAK POINTS AND THEN CONTINUE TO DO THIS AT REGULAR INTERVALS.

The next lesson of the "Putting Yourself Over" series will deal with the subjects of:

1. Getting ALONG WITH PEOPLE.
2. Developing a pleasing personality.

The lesson will be designed to help you improve these weak points and to further develop those strong points of your personality. However, a person cannot hope to improve a personality UNTIL HE FIRST MAKES A SELF-ANALYSIS of his weak points as well as his strong ones. That is why I want you to study this lesson carefully and to fill in the SELF ANALYSIS chart so you can determine YOUR PERSONALITY RATING. Considering your percentage ratings on a point basis, you can determine what your total point rating in the chart is. For instance, if you rate 100 per cent on EVEN TEMPER, that means 100 points; if your rating on COURTESY is 75 per cent, that will give you 75 points, etc. Total all your points in this way to determine your total personality point rating. Now here is how you determine which type of personality you have. Here is the point rating in the various classes:

Pleasing Personality, 1300 points or over.

Average or Ordinary Personality, 1000 points to 1300 points.

Negative Personality—500 to 1000 points.

Hateful Personality, 0 to 500 points.

We'd like to mention again that once you realize your weak points, you should resolve to improve them.

If more people could only be made to realize that any Appreciable increase in their points of personality means greatly increased success and happiness, they would probably spend SOME REAL EFFORT DAILY IN THIS DIRECTION. It will be well worth it.

Of course, we cannot expect to work miracles over night. Many of our bad habits and attitudes may have been years in forming, so it will require more real effort to change them. However, IT CAN BE DONE and HAS BEEN DONE. We must meet people, work with them or for them in all our work and business. Our personality is something WE MUST CARRY WITH US AT ALL TIMES. It is going to be either an ASSET or a HINDRANCE.

Employers are quick to size up the personality of a job applicant. Even though they may be planning to hire a man for a humble mechanical job at the start, they usually prefer to get a man with proper personality to develop into a foreman, chief operator, service manager or customer contact man, when the opportunity arises.

Many men who were well trained, mechanics and industrious workers have wondered why they failed to land certain jobs, when others were hired, or why they failed to advance when others were promoted. Careful analysis of some of their personality traits would have given them the answer.

Do you like a person who does all the talking and never listens to you, or a fellow who tries to make you feel insignificant by showing off his superior knowledge, a fellow who tells you flatly you are wrong and he is right, or a chap who is always making alibis and blaming others for his misfortunes? Of course, you don't. Then be careful you don't do any of these things.

Learn to take a FRIENDLY, SINCERE INTEREST in other people; don't be afraid to praise OTHERS when they deserve it. Willingly and gracefully ADMIT YOU ARE WRONG when you know you are. Make requests instead of giving orders. BE A GOOD LISTENER.

OBSERVE WHAT OTHER PEOPLE LIKE AND DO MORE OF IT. OBSERVE WHAT THEY DISLIKE AND DO LESS OF IT.

Also keep this in mind that Thomas Edison had almost no formal education. Abe Lincoln was very homely and almost entirely self-educated. Steinmetz was a crippled dwarf in body but not in mind or spirit. Many other great and successful men have had to overcome inferiority complexes, bad tempers, poor health or bad environment from childhood.

We've given you a few thoughts on how you can improve your PERSONALITY so you can get along more easily with people. Our next lesson will be devoted entirely to this important subject because we feel that a man's chance to realize success depend 75 per cent on his ability to "GET ALONG WITH PEOPLE."

By and large there is no such thing as "something for nothing." In the long run you get exactly that for which you pay, whether it be buying a house, an automobile, or a loaf of bread.

SOMEBODY WAS WRONG

If you have confidence in yourself and your potential abilities, don't let anybody talk you out of them. Consider the following:

F. W. Woolworth, founder of the five-and-dime chain, was once hired as a janitor for fifty cents a day by a retail store owner who didn't think Woolworth had enough business sense to wait on customers.

When Zane Grey was still an unknown trying to sell his book manuscripts, a publisher told him he had no ability for writing fiction; and Louisa May Alcott (Little Women) was a tomboy marked by her fellow townspeople as a girl who would never amount to "beans." A publisher once told her to give up the idea of writing.

The first time George Gershwin ever played the piano on the stage he was laughed out of the theater by both the audience and his fellow actors.

Albert Einstein's teachers classified him as a dunce and even his parents thought him backward.

And when Thomas A. Edison was in school he was always at the foot of his class because he couldn't remember his three R's. His teachers called him stupid and doctors predicted he'd have brain trouble.

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HOW TO DEVELOP A STRONG WILL

One of the desired qualities in any man who expects to be a leader, is a strong will. What makes a strong will? What are the chief characteristics of a person who possesses this quality, the absence of which is responsible for so many failures?

A special study of the lives and achievements of many of the nation's leaders in business indicates that all possess to a greater or lesser degree, the following notable traits, that go to make up a strong will:

1. A fixed purpose in life.
2. A clear vision of the ways to reach their goal.
3. Invincible courage and persistence.
4. Refusal to admit defeat or accept failure as final.
5. Devotion to and enjoyment of the work in hand for its own sake.
6. Right choice of work that permits full self-expression.
7. Great power of concentration, with exclusion of all matters not directly associated to the point.
8. First regard for principles and ideals in official and personal life.

9. Close attention to details and thorough organization.
10. Habit of getting advice from authorities and associates where needed.
11. Impartial view and fair estimate of all disputed questions.
12. Willingness to change methods or decisions if others seem better.
13. Readiness to consider adverse criticism for lessons it may contain.
14. Coolness and calm under false attacks.
15. Minimum use of authority or force.
16. Guarantee of goodwill of employees and of patrons, clients or customers.
17. Health above the average, with personal knowledge of how to keep it.
18. Ability to conserve nerves and emotions to prevent waste of energy.
19. Ability to relax completely and forget work in play hours.
20. Supreme desire to advance the world and make other people happy.

These twenty traits are not the only desirable ones, but any human being who combines them all or most of them is going to succeed.

You now may ask: "How can I develop will-power? How can I build a strong will which will aid me in accomplishing the worthwhile things I desire?" Admittedly, a complete answer would fill a very large book, yet a few exceedingly helpful and practical suggestions may open the way to a fine start.

The suggestion or suggestions to use first and to which you should give most thoughtful consideration, are those which seem to fit your case.

1. Read again the list of twenty factors above and check those you know you lack. Pick out the one you regard as most important on your checked list. Then try to see how you can adopt that and utilize it in your program of living.
2. Make a list of several things you personally and particularly want to do. It is well to select at the beginning the one you feel that you can most quickly and surely realize.
3. Do more of what you can do best and try to do it so well that you will become something of an authority in your work. No, it is not impossible; remember, Thomas Edison, Albert Einstein and thousands of other examples like them. Now that you have this ideal, you will make real progress toward superiority and steady advancement—**IF YOU PUT FORTH A SINCERE EFFORT.**

4. Form a daily habit of operating on systematic schedule, with events listed and posted. This will enable you to have done on time what should be done, without straining. Such a plan fixes determination, guarantees execution.

5. Begin to exercise your will by controlling your tongue. It is a rare gift, this ability, but it can be cultivated. Then make little bargains with yourself. Decide, for instance, to say only pleasant things for one whole day. Another day be a studious, co-operative and responsive listener.

6. Resolve to do something that at first thought would seem impossible. Most great men start that way—and again and again, by their own admission, they find that the so-called unattainable was merely the unattempted. The certainty of being able to do what you would not have thought possible, will give you a crowning proof that you are well on your way to the desirable strong will.

One very important thing you must keep in mind is that a strong will is not "bullheadedness." It merely means setting a goal for yourself and bending every possible effort to attain that goal. Any man can have a strong will and still have many friends. In fact, a man with a strong will and one who shows every outward sign of intelligently directing his efforts toward a well thought out goal has the respect of other people with whom he comes in contact. This respect leads to admiration and that is the basis of true friendship.

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SOMEONE WILL NOTICE WHAT YOU DO

Late one night, many years ago, the manager of a small hotel in Philadelphia was behind the desk when a middle-aged man and his wife from New York came in. The wife was ill and they had been unable to find lodgings because a large convention was in the city.

They were polite and didn't make any demands but asked the advice of the manager about how they might obtain a place to sleep. Every guest room he had was filled, the manager said but he added, "I'll give you my own room." The manager hadn't even learned their name and didn't expect any special reward for his courtesy. He just did it as an act of decency. The next morning the husband called upon the manager and said: "You're the kind of hotel manager that should be at the head of a really great hotel. I'd like to build one for you. If that interests you, please get in touch with me some time."

The guest was William Waldorf Astor. And the hotel man was the late George C. Boldt. As manager of the Waldorf-Astoria, that Astor provided for him, Boldt became known as the greatest hotel man of his time.

(Credit: The Sample Case)

1. GENEROSITY

2. HUMBLENESS

A good many years ago the New York Giants and the Boston Red Sox had reached the final game of a hard-fought world series.

Although worn down from winning two of the previous games for the Giants, Christy Mathewson was assigned to pitch the deciding game in Boston. Christy was not young, but from experience he had learned the balls each Red Sox batter could and could not hit.

For nine innings he had held the Red Sox to a tie score, while they had used a formidable array of pitchers. Finally, the Red Sox board of strategy sent in as a "pinch hitter" a player who never had played before on the team. Matthewson looked up, puzzled at the batter and threw a wide outcurve which slid to the left of the plate.

As the umpire sang out "ball one," the "cocky" young batter shook his head sideways—then dusted off the plate with his cap as if to help the pitcher see it better.

Then, when Christy threw an inshoot, the little fellow at bat stepped back with a broad grin on his face to let the ball pass on the inside of the home plate. After missing the corner with another, Matthewson sent over a fast straight ball which the "fresh" little batter met head on. Out and up the ball sailed over the right field fence for a home run, a ball game and a world-series.

Up to the time the batter hit that ball and ended the game, the Boston Red Sox players and fans had been "fighting" and "riding" Matthewson every step of the way.

When, however, they took one look at that disappointed and tired frame in the pitcher's box, they thronged out onto the field to congratulate a great fighter. They followed him to the club house and showers. **They could not have cheered him more had he been the winner of the game and the world-series.**

This story is told to illustrate a great spiritual force for good in American Life—Generosity. Few countries have developed this generous spirit of competition because few have the spirit of individual initiative we do in the United States. Framing the Constitution and the Bill of Rights, the establishing Fathers of our Country used the freedoms of Christianity among which was the Golden Rule.

When we treat others GENEROUSLY in competition, in business or any other social activity, it is natural by the law of compensation, for them to treat us GENEROUSLY in return. The fact that a few are insensitive and fail to respond to generosity, will never provide an excuse for us not to practice it. A baby tries to grab everything for him-

self. When he is grown up, he has learned (if he is a success) that he can get **things but he has to also give something in return.** If a man chooses to have feelings of envy and jealousy instead of good fellowship and generosity in competition, he shows that he does not understand the workings of the laws of life and progress—of giving and getting.

The quality of giving determines the quality of getting. We cannot sow bad seed and expect to reap a good harvest.

Business men, laborers, farmers or any other Americans—are all a mixture of good and bad. They, like all others, are sure to become better men if they get a better understanding of the workings of the Golden Rule. American business, as compared with other business in other nations, has been very successful. Somewhere figures were published showing American business had built in 3½ years more new plant capacity to produce products to win the war, than all the other countries combined had produced in the 150 years since the beginning of the industrialization period. The important lesson to be gathered from this is that American business has proved in actual daily practice that giving generously in conformance to the Golden Rule pays in dollars and cents.

How can you practice generosity? Well, almost every day things come up on the job that require patience and clear thinking. Generosity does not in any way mean giving in to the other fellow at all times—it merely implies a considerate attitude on every situation that presents itself. It actually means giving the other fellow every possible break in helping instead of exploiting any shortcomings or failings of another individual. It's a great quality to have.

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HUMBLENESS

Any employee in an organization who is truly humble is one who is willing to do things that are definitely for the good of the company without regard to "what others happen to think of the action." A striking example of what we mean can be gathered from the following story.

The simple fineness and sincerity which made George Washington so beloved, is revealed by this story. Riding by some soldiers who were hoisting a heavy load to the top of a fort, Washington thought that the load was too much for them. He asked a Cpl. standing by to help them. Not recognizing his Commander-in-Chief, the man replied, "Sir, I am a Cpl."

Dismounting, Washington himself helped to put the log in place after which he said: "Mr. Cpl., when you have another such job and not enough men to do it, send for your Commander-in-Chief and he will come and help you."

GOODWILL IN ACTION

One of our most pleasing experiences with a representative of another organization occurred several years ago. It has an excellent lesson for any individual, or organization, on the important subject of goodwill.

A young man recently returned from the Armed Forces had secured a job with Dunn and Bradstreet, a large company engaged in the work of preparing reports of the activities, size and extension of operation of various companies.

This young man made a call at our school to get some facts relative to the technical book publishing division of the Coyne Electrical School. We extended the same courtesy to him that has always been significant with the Coyne School. All of the information he wanted was made available to him and every question he asked was answered to the best of our ability.

This young man left with the information he wanted and later that day, we received a call from him in which he wished to express his appreciation for the kindness, consideration and co-operation extended to him in his visit to our school. He made a statement that carried a profound story. He said: **"You made me feel as though you were welcoming me into your own home and accorded me the courtesy that you would a good friend or visitor."**

Now, the important thing is that what we did, **did not take any longer than if we had handled him the way he indicated to us he had been handled by many companies.** The nature of his business was such that he had to ask pertinent questions and quite often, he outlined, that he meets with discourteous treatment. The Good Will of an individual or a company is a priceless asset. Here are a few suggestions of **Good Will in Action.**

- Singing hymns about goodwill and **talking** about goodwill **is not enough,** we must take the next step—**we must put goodwill into action.**
- Goodwill in action is a dynamic way of life.
- Goodwill in action means reaching out and up toward the best in life.
- It means thinking the most inspiring thought; expressing the finest emotions; acting the noblest parts.
- Goodwill in action means the heroic conquest of fear, anger, jealousy, hate and all the other negatives that poison the mind.
- Goodwill in action means the bigness to forgive and forget the wrongs done us; it means raising our mental-sights above the impulse toward "getting even."

- Goodwill in action means seeing the good in everyone and helping others to grow and expand their personalities.
- Goodwill in action means sincere appreciation and praise for others; it means the friendly word and the pat on the back.
- Goodwill in action means being a good sport; it means cheering the winners even when we lose.
- Goodwill in action means teamwork; it means helping not hindering our fellow-workers in reaching all worthy goals; it means shoulders to the wheel in a common cause.
- Goodwill in action means an attitude of tolerance and understanding toward men of every faith and race.
- Goodwill in action means stepping into the other fellow's shoes and looking at his problems through his eyes.
- Goodwill in action means putting God on both sides of the table whenever men confer.

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A Philadelphia Advertising Agency, has a picture in their reception room of a hound chasing a rabbit the caption under which reads: "The hound runs for his lunch—the rabbit runs for his life. **Bet on the rabbit!**"

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First acquire patience and perseverance then make up your mind what else you want and you will be almost sure to get it.

Questions

1. A young fellow employed at John Morrell Company in Iowa, says that when he was interviewed for his job, the employer said:

   QUESTION: How do you know you would like to work for our Company?

2. QUESTION: How do you get past the gateman some big companies have in front of the Employment Offices when they say: "The Employment Manager is not seeing applicants today"?

3. Here is a question asked of every applicant by the Employment Manager of one of the largest Electrical Manufacturing Companies in the country:

   QUESTION: Do you prefer working alone or with other people on some or related Electrical research problem?

4. The employer says:

   QUESTION: Your qualifications are O.K. They fit you for the job I have open but I can't take a chance on hiring you because you haven't stayed on any job very long. It takes a while to break a man in and the cost to us is too great to take a chance on a man who will not be permanent.

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Steps to Success

THE JOB YOU WANT

A FEW SUGGESTIONS THAT MAY HELP YOU SECURE IT

In a discussion with an Employment Manager of a large Telephone Company in the Middle West, we learned that every man who is hired by their company has to pass the inspection of SIX PEOPLE. He said: "You see, we have to check the reactions of the men we hire because many of them go into the homes of our subscribers. The impression they make is either FAVORABLE or UNFAVORABLE to our Company—we have to do all we can to make it favorable." He added: "We have arranged our plan so that six people in our reception room and general office have some contact with every man I personally interview. I get a report of the observations of these people BEFORE I actually talk to the applicant."

Here are the IMPORTANT THINGS these six people look for when sizing up an applicant. As a result, I received some valuable information that I feel you should know about.

The following suggestions should aid you in your search for THE JOB YOU WANT.

WHEN YOU APPLY FOR A JOB

You Should	You Should Not
1. See that your clothes, hair, hands and face are clean.	1. Loiter about the office or shop entrance before applying.
2. Apply on time. If the shop or office begins work at 8 o'clock, be there at 8 o'clock.	2. Take friends with you.
3. Know what you are going to say before you speak to the employer.	3. Have papers or magazines stuffed in your pockets.
4. Do not slouch when you walk forward to meet the employer.	4. Have any chewing gum in your mouth.
5. Look the employer firmly in the eye and answer his questions distinctly.	5. Do not go in with a cigarette in your hand.
6. Let him do most of the talking.	6. Talk loudly or fool with the others seeking the same job.
	7. Interrupt the employer.
	8. Try to read or handle anything on the employer's desk.

You Should	You Should Not
7. Be prepared to name for him people who will act as references for you.	9. Give him information that he does not seek.
8. Show him that you aren't afraid of hard work.	10. Lie to him concerning your age, education or experience.
9. Be careful of what you say about former employers.	11. Fail to ask just what work you are to do and what is expected of you on the job.
10. If hired, be sure that you have an employer's agreement signed.	12. Get discouraged if you do not secure the job. Perhaps the employer makes a big mistake in failing to employ you. Prove it to your satisfaction by going out and getting a better job than the one he had to offer.
11. If hired, make certain that you understand what work you are to do, and the day and hour when you are to report for duty.	

WHEN YOU SECURE A JOB

You Should	You Should Not
1. Be careful of your personal appearance.	1. Pay more attention to the clock than to your work.
2. Obey office or shop rules cheerfully.	2. Expect advancement or an increase in pay too soon.
3. Appear at work on time every day.	3. Refuse to work overtime during busy periods.
4. Keep fit by eating plain food, exercising sufficiently and keeping regular hours.	4. Ask the employer to let you off early too frequently.
5. Be willing to assist others.	5. Fail to follow your employer's instruction, even though you think your way the better.
6. Be loyal to your employer; earn more than you are paid.	6. Expect your employer to inform you at every turn. Think your job out for yourself.
7. Study your job and try to improve the quality of your work.	7. Be content with this job. Prepare yourself for a better one by attending night school.
8. Keep cheerful, no job is perfect.	
9. If you wish to change your job for any reason notify your employer as soon as you decide.	

Go over these simple rules until you know them by heart, because they may make the difference between getting or not getting the job you want. If you are out after a job at this time, keep this lesson in your inside coat pocket and refer to it before you make any personal calls. Remember—sometimes it is these little things that spell victory or defeat.

ANSWERS

LESSON No. 4

PUTTING YOURSELF OVER SERIES

Question: The employer asks: How do you know you would like to work for our Company?

Answer: A question of this kind is generally asked to determine two things. First, what you know about the Company. Second what you actually want to do in the Electrical field. You should have a ready answer on both these points. On point number one, you should tell the employer that you want to work for his company because they have a reputation of treating their employees fairly and advance them as they merit promotion and that you feel with his company you can make a permanent connection. On point two you can mention that the type of Electrical work they would have is the branch of the field that interests you most. You can usually determine the type of Electrical work that any company would have by the type of company it is. In answering this question, just remember that the employer is mainly interested in the two points we've outlined—make your answer adequately cover both.

Question: How do you get past the gateman some big companies have in front of the Employment Office?

Answer: There are several ways you can get past a gateman but the most effective way is through the proper use of a previously prepared letter of application. This letter from a fellow who secured work with a big Aluminum Company shows how he got by the gateman. "I want to tell you something, if I hadn't had a letter of application (prepared in advance), I would have probably still been in line to see the employment manager. I couldn't even get into the employment office, let alone see anybody. So I had the letter all written and went to the policeman at the gate and told him I just had to see Mr. ———— but he wouldn't hear of it at all. I finally pulled out the application from my pocket and told him to give this to the employment manager. Finally he called him and said a young fellow wants to see you. So I was directed to the office and saw the manager. Inside were about 25 men waiting for an interview, but he took me first. I was interviewed and I got the job. The job is supposed to do with automatic heat control relay apparatus and some conduit work." If you will use a letter of application as outlined, you should be able to OVERCOME THIS PROBLEM OF GETTING PAST THE GATEMAN to great extent. The main point to keep in mind is to prepare for

any **emergency** and like the young fellow above, have an application ready.

Question: Do you prefer working alone or with other people on some Electrical research problem?

Answer: This question is usually asked by large organizations to "sound out" the applicant on a very important point. Now, the usual fellow would say, "I'd rather work alone." He would give this answer to impress the employer, and to make him feel that he doesn't have to depend on anyone else but can stand on his own feet. THIS IS NOT THE BEST ANSWER TO GIVE. Here's why. It's the answer the employer EXPECTS you to give. It would be far better to say that you always enjoy working out difficult problems with other employees—that you feel an exchange of ideas is always a good thing and that if you had someone else who was interested in working out a problem, you'd certainly like to have him work together with you. You could add that there are some problems that a man can generally accomplish more by working alone but as a general rule, YOU LIKE TO WORK WITH OTHER PEOPLE. By answering the question as I've outlined, you "BRIDGE THE GAP" and cover yourself BOTH WAYS so that regardless of the employer's opinion on the question, YOU HAVE GIVEN HIM A SATISFACTORY ANSWER.

Question: The employer says: "Your qualifications are O.K. They fit you for the job I have open BUT I can't take a chance on hiring you because you haven't stayed on any job very long. It takes a while to break a man in and the cost to us is too great to take a chance on a man who will not be permanent."

Answer: This situation frequently comes up. The employer who hires a man has to consider the possibility of losing a man to a company that is willing to pay a higher wage for the same type of work. Naturally, in checking an applicant's qualifications, great stress will be placed on his PREVIOUS EMPLOYMENT RECORD. If you happen to be one of those fellows who has had many jobs since you have been out on your own, you may be faced with the problem of giving a satisfactory answer to this question.

The best advice we can give you is as follows: Don't blame previous employers for being laid off. Don't try in any way to BELITTLE some company you have worked for and give as the reason you left—"THEY DON'T TREAT THEIR EMPLOYEES FAIR." The best thing to do is to tell the employer that you changed from job to job trying to "find yourself" but until you got into the Electrical or Television field, you did not find a field of work that offered you the opportunity you were seeking. However, since you had a

chance to study in the field and to work at it, you have definitely decided that this is the work you want to do.

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